



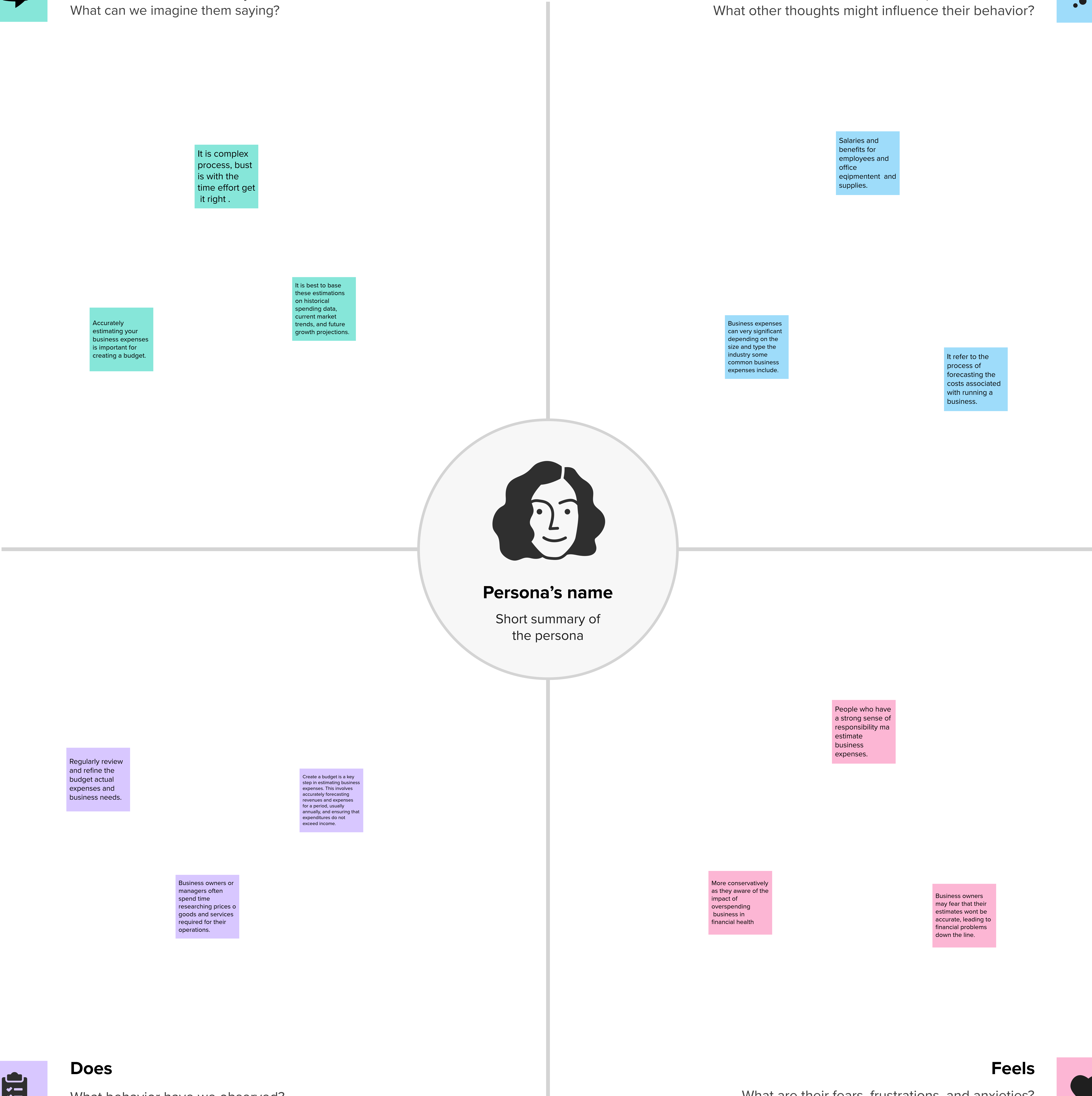
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



It is complex process, bust is with the time effort get it right .

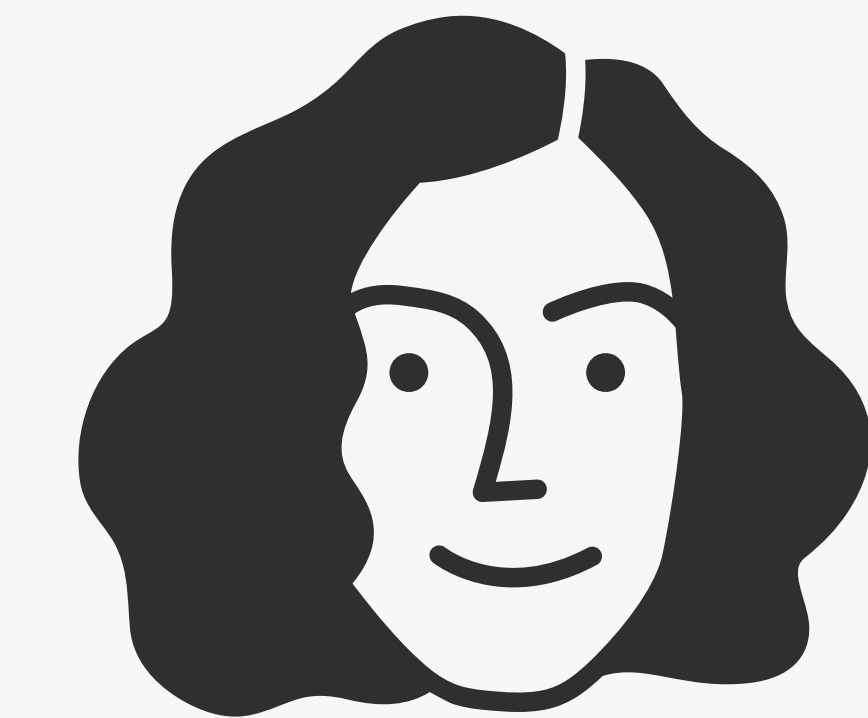
Accurately estimating your business expenses is important for creating a budget.

It is best to base these estimations on historical spending data, current market trends, and future growth projections.

Salaries and benefits for employees and office equipmentent and supplies.

Business expenses can very significant depending on the size and type the industry some common business expenses include.

It refer to the process of forecasting the costs associated with running a business.



Persona's name
Short summary of the persona

Regularly review and refine the budget actual expenses and business needs.

Create a budget is a key step in estimating business expenses. This involves accurately forecasting revenues and expenses for a period, usually annually, and ensuring that expenditures do not exceed income.

Business owners or managers often spend time researching prices o goods and services required for their operations.

People who have a strong sense of responsibility ma estimate business expenses.

More conservatively as they aware of the impact of overspending business in financial health

Business owners may fear that their estimates wont be accurate, leading to financial problems down the line.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?